

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

<b>Serial Number</b>	10/798,153
<b>Confirmation Number</b>	5548
<b>Filing Date</b>	03/10 2004
<b>Title of Application</b>	Targeted Advertising Based on Consumer Purchasing Data
<b>First Named Inventor</b>	Edward A. Ludvig
<b>Assignee</b>	Microsoft Corporation
<b>Group Art Unit</b>	4157
<b>Examiner</b>	Mark P. Stanley
<b>Attorney Docket Number</b>	MS1-1829US
<b>Nature of the Office Communication to which this is responding</b>	Non-Final Office Action
<b>Date of the Office Communication</b>	12/12/2007
<b>Nature of this Document</b>	Response to Non-Final Office Action

To:        Commissioner for Patents  
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**Brief Summary of Selected Substantive Portions of this Response**

**[0001]**      In a telephone discussion (on Apr. 09, 2008), Examiners Ustaris and Stanley and I discussed distinctions from the cited references and possible claim amendments. I understood the Examiners to tentatively concur with discussed clarifying amendments, subject to an updated search. The claims herein are amended in the manner discussed in the interview. This brief summary is not intended to represent the Applicant's full response to the Action. Rather, it is merely a brief summary of selected substantive portions of the response herein.